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[News Release]



Date : March 4, 2024
 Company Name : KeePer Technical Laboratory Co., Ltd.
 (TSE Prime, NSE Premier: code 6036)
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The Opening of “KeePer LABO Yawara IC”

KeePer Technical Laboratory Co., Ltd. (Head Office: Obu City, Aichi / President and Co-COO: Toshiyuki Kaku) will open a new KeePer LABO Yawara IC Store in Tsukubamirai City, Ibaraki on March 20, 2024 (Thursday/Holiday, Vernal Equinox Day)

Store Name	KeePer LABO Yawara IC	Opening Date	March 20, 2024
Location	165-1 Kokinu, Tsukubamirai City, Ibaraki	Store area	168.00㎡
Hours of operation	10:00-19:00	Construction site	On the premises of a commercial facility

Concept

The Yawara IC Store is located on National Route 294 in Tsukubamirai City, southern Ibaraki Prefecture. It is positioned on the same premises as Car Shop Jms. This marks the 126th KeePer LABO store and the 113th directly managed store. Following the Mito Uchihara Store, it is the second store in Ibaraki, presenting opportunities for new customer development.

The store features 4 coating booths and 3 washing and finishing stations. The coating booths are inside the Jms building, creating a cohesive experience. Customers waiting for KeePer LABO services can visit Jms for shopping, and those visiting Jms for services like inspections or tire changes pass by KeePer LABO's coating booths when entering, enhancing the appeal of coating services. The deployment of guest rooms with counter seats allows customers to wait while observing the work. This synergy is expected to generate new possibilities for customer attraction in the car shop.

